

SOUTHEAST LOUISIANA CLEAN FUEL PARTNERSHIP



2010 Regional Peer Exchange: Recent Accomplishments and Future Goals

June 2010

SOUTHEAST LOUISIANA
CLEAN FUEL PARTNERSHIP



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Coordinator
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Coordinator Status

- Part Time: Approx. 5-15 hours per week devoted to Clean Cities
- Other Duties:
 - Brownfield Redevelopment Program Coordinator
 - Manage 4 Lake Pontchartrain Restoration Projects (Sewer-Related)
 - Oversee Transportation Environmental Impact Study

Coalition Staff : Intern

- Assists with Clean Cities and other programs
- 20 hours per week
- Approx. 10 hours per week on Clean Cities
- Project management support and Webmaster



Ability to Delegate Coalition Work?

If you were hit by a CNG bus tomorrow, would the coalition be in trouble? Probably. Would need Melissa to come down again.

Coalition Organization & Governance

Coalition Location

- Housed at the Regional Planning Commission
- Covers the New Orleans Metropolitan Area: Jefferson, Orleans, Plaquemines, St. Bernard and St. Tammany Parishes
- MPO/ COG



Coalition Organization

- Commission over all RPC programs and activities
- Commission made up of:
 - Parish presidents and other elected officials
 - Appointed community representatives
 - Representatives from transportation-related agencies (airport, transit, etc.)
- Coordinator reports to RPC Director of Planning and Executive Director

Coalition Meetings

- Quarterly stakeholder meetings
- Focused on specific topics



Clean Fleet Awards



Coalition Statistics



Category	2008 Survey	2009 Survey
Stakeholders	319	343
Fueling Stations	0	1-2
AFVs	81	54*
Fleets using biodiesel	3	5
Total GGEs Displaced	186,356.23	2,840,866

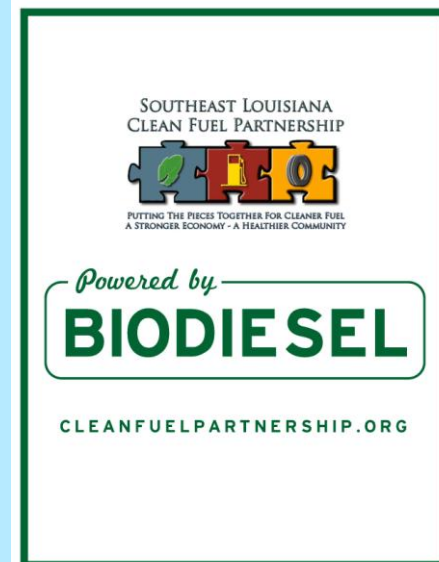
* Did not receive responses from all previously reported fleets

Reasons our GGEs displaced increased:

- Clarification of reporting
- Increased use of biodiesel
- New AFV Fleet:
 - Airport Shuttle: 18 vehicles converted to Propane



Bumper Sticker provided to Airport Shuttle



**Floormat
provided to
TPC for
Crescent City
Classic Golf
Tournament**

Significant/Noteworthy Projects & Activities



- EPA Clean Diesel Grant
 - Repower one CSXT Switcher Locomotive with GENSET Technology
 - \$1.4 million:
 - \$1,050,000 from EPA
 - \$350,000 match from CSXT



- Presented our first annual Clean Fleet Awards



Lessons Learned – What went Right



Revamped Newsletter and Web Site

- Newsletter in email format links to articles on web site – directs traffic to web site
- Web site revamped to make information easier to find

**SOUTHEAST LOUISIANA
CLEAN FUEL PARTNERSHIP**



PUTTING THE PIECES TOGETHER FOR CLEANER FUEL
A STRONGER ECONOMY • A HEALTHIER COMMUNITY

Clean Fuel Newsletter

June 2010

www.CleanFuelPartnership.org

Upcoming Events

**Government Fleet
Expo & Conference**
June 21-23, 2010
Austin, TX
For more information visit:
<http://governmentfleetexpo.com/>

**Propane & Natural Gas
for Transportation Workshop**
July 14, 2010
New Orleans, LA
For more information visit:
<http://cleanfuelpartnership.org>

**Bio-based Fuel
for Transportation Workshop**
July 15, 2010
Baton Rouge, LA
For more information visit:
<http://cleanfuelpartnership.org>

**Fried Shrimp Plates to Biodiesel Fuel:
Award-winning Program Prepares New Orleans Youth for Green Collar Jobs**

The GulfSouth Youth Biodiesel Project is a "youth-led social enterprise" through which local youth collect used cooking oil from local restaurants and convert it to biodiesel fuel. The program combines business and science education with leadership development to prepare participants for green collar jobs. [Read More](#)



GYBP participant Kristyn Nelson guides visitors through the biodiesel processing plant on Graduation Day.
Photo courtesy of ORI

Clean Cities Program Wins Golden Bullet Award

The Alternative Fuel Vehicle Institute (AFVI) recognized the U.S. Department of Energy's Clean Cities initiative for its deployment of over 9,000 advanced vehicles and 542 alternative fueling stations through Recovery Act projects. [Read More](#)

Save the Date: CNG, Propane, and Bio-based Fuel Workshops

Mark your calendars now for the free upcoming Clean Transportation Education Project series that is coming to New Orleans and Baton Rouge on July 14 and 15th! Please contact us if you are interested in sponsorship opportunities. [Read More](#) or [View our Save-the-Date](#)

WEDNESDAY, JULY 14 Propane & Natural Gas FOR TRANSPORTATION WORKSHOP IN NEW ORLEANS	THURSDAY, JULY 15 Bio-based Fuel FOR TRANSPORTATION WORKSHOP IN BATON ROUGE
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Please Note: Webinar notices and upcoming conferences are provided for informational purposes only. Neither the Southeast Louisiana Clean Fuel Partnership nor the Regional Planning Commission is responsible for the information presented in the announcements, webinars, or conferences themselves. Please contact hosts for additional information on specific presentations.

Lessons Learned – What didn't go as Planned

- NBA Green Week Booth at Hornets Game:
 - Few people stopped by the booth
 - Not target audience
- Earth Day at the Zoo
 - Fun event
 - Not target audience
- Odyssey Day Event
 - Low attendance by fleet managers



- We can't do everything: Evaluate and screen activities more judiciously:
 - Does it reach our target audience of fleet managers and mechanics effectively?
 - Do we have the internal resources to make it a successful event?
 - What's the level of effort vs. projected outcome balance?
 - How does this activity compare to other potential activities?
- Send out multiple notices/ invites/ save the dates
- Partner in outreach efforts
- Phone calls and in person invitations



- Effectiveness of Coalition on a scale from 1- 10: 5
- Effectiveness of Coordinator on a scale from 1- 10: 5
- Way to improve effectiveness: More time dedicated to building relationships & follow up

Goals for 2010 and Beyond



- Add 5 new fleets to the membership
- Open 5 new fueling stations (E85 and possible biodiesel)
- Hold a workshop with over 30 fleet representatives in attendance (hopefully the CTEP workshop)
- Assist one fleet in transitioning to an alternative fuel

At Some Point:

- Implement School Bus Idle Reduction Program



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Thanks!